

Claims

**We Claim**

1. A system for immersive advertising comprising:

a computer including:

an advertising sequence stored in a memory, said sequence comprising a plurality of single frame primary image models; and

an image database, said database comprising a plurality of fill images; and

a graphical user interface in communication with the computer, said graphical user interface enabling a user to configure said advertising sequence using said image database, wherein the user may select one or more fill images to be displayed within said single frame primary image models.

2. The system for immersive advertising as claimed in claim 1 further comprising a means for presenting said advertising sequence to the user.

3. The system for immersive advertising as claimed in claim 1 wherein said single frame primary image models comprise video images.

4. The system for immersive advertising as claimed in claim 1 wherein said single frame primary image models comprise film images.

5. The system for immersive advertising as claimed in claim 1 wherein said single frame primary image models comprise still frame images.

6. The system of immersive advertising as claimed in claim 1 wherein said single frame primary image models are computer generated.

7. The system of claim 3, 4, 5, or 6 wherein said single frame primary image models are three dimensional.

8. The system for immersive advertising as claimed in claim 1 wherein said plurality of fill images comprise still frame images.

9. The system for immersive advertising as claimed in claim 1 wherein said plurality of fill images comprise dynamically altered image components of said plurality of single frame primary image models.

10. The system for immersive advertising as claimed in claim 1 wherein the fill images are images of products for advertising.

11. The system for immersive advertising as claimed in claim 10, wherein the graphical user interface is further capable of enabling a user to view the product from a plurality of perspectives in real time.

12. A system for immersive advertising on a wide area network comprising:

a graphical user interface;

a memory for storing an advertising sequence, said sequence comprising a plurality of single frame primary image models;

an image database, said database comprising a plurality of fill images;

an application server in electronic communication with each of said user interface, said memory, and said image database;

a logic program which enables user interaction with said system; and

a presentation web page for displaying said advertising sequence to the user, wherein said user may select fill images to be displayed within said single frame primary image models.

13. A system for immersive advertising on a wide area network as claimed in claim 12 wherein said single frame primary image models comprise video images.

14. A system for immersive advertising on a wide area network as claimed in claim 12 wherein said single frame primary image models comprise film images.

15. A system for immersive advertising on a wide area network as claimed in claim 12 wherein said single frame primary image models comprise still frame images.

16. The system of immersive advertising as claimed in claim 12 wherein said single frame primary image models are computer generated.

17. The system of claim 13, 14, 15, or 16 wherein said single frame primary image models are three dimensional.

18. A system for immersive advertising on a wide area network as claimed in claim 12 wherein said plurality of fill images comprise still frame images.

19. A system for immersive advertising on a wide area network as claimed in claim 12 wherein said plurality of fill images comprise dynamically altered image components of said plurality of single frame primary image models.

20. A system for immersive advertising on a wide area network as claimed in claim 12 wherein the graphical user interface is capable of enabling a user to view the product from a plurality of perspectives in real time.

21. A system for immersive advertising on a wide area network as claimed in claim 20 wherein VRML is used to view the product from a plurality of perspectives in real time.

22. A method of immersive advertising on a wide area computer network, the method comprising the steps of:

storing an advertising sequence in memory, said advertising sequence comprising a plurality of single frame primary image models and a plurality of fill images configurable within said primary image models;

providing a graphical user interface;

providing a logic program in communication with the graphical user interface, said logic program capable of configuring said fill images within said primary image models;

allowing a remote user to selectively configure said fill images within said primary image models using said user interface;

customizing, using the logic program, said advertising sequence based upon the user's selective configuration; and

displaying said advertising sequence on a presentation web page.

23. The method of immersive advertising on a wide area computer network as claimed in claim 22 further comprising the step of providing a plurality of perspective views of said primary image model.

24. The method of immersive advertising on a wide area computer network as claimed in claim 22 further comprising the step of allowing the user to reconfigure the advertising sequence.

25. The method of immersive advertising on a wide area computer network as claimed in claim 22 further comprising the step of allowing the user to pause the advertising sequence.

26. The method of immersive advertising on a wide area computer network as claimed in claim 25 further comprising the

step of providing a description of products and services displayed in the advertising sequence.

27. The method of immersive advertising on a wide area computer network as claimed in claim 22 further comprising the step of allowing the user to decrease the time elapsed between the frames of an advertising sequence.

28. A method of immersive advertising on a wide area computer network comprising the steps of:

receiving, using a computer, a request from a remote user to view a first product;

delivering, using a computer, an interactive multi-media presentation to the user's computer, said multi-media presentation comprising a plurality of images of said first product in use;

providing a graphical user interface (GUI) for use by the remote user, said GUI comprising controls to modify the multi-media presentation;

receiving, using a computer, an instruction from the remote user to modify the multi-media presentation; and

modifying, using a computer, the multi-media presentation in real-time to comply with the remote user's instruction.

29. The method of claim 28, wherein the remote user's instruction is to modify a specification of the first product.

30. The method of claim 28, wherein the remote user's instruction is to remove the first product from the presentation and to insert a different product into the presentation.

31. The method of claim 28, wherein the remote user's instruction is to modify the perspective of the presentation, so that the first product can be viewed in real-time from a different perspective.

32. The method of claim 28, wherein the remote user's instruction is to view the presentation from a plurality of perspectives simultaneously.

33. The method of claim 28, wherein the remote user's instruction is to speed up the presentation.

34. The method of claim 28, wherein the remote user's instruction is to pause the presentation.

35. The method of claim 28, wherein the remote user's instruction is to slow down the presentation.



36. The method of claim 28, wherein the remote user's instruction is to view the first product in combination with a second complementary product, wherein the second complementary product is a component of the first product.

37. The method of claim 36, wherein the remote user's instruction is to replace the second complementary product with a third complementary product, wherein the third complementary product is a component of the first product.

38. The method of claim 28, wherein the multi-media presentation comprises computer generated images.

39. The method of claim 38, wherein the multi-media presentation is a film clip.

40. The method of claim 38, wherein the multi-media presentation is a video clip.

41. The method of claim 38, wherein the multi-media presentation is a sequence of photographs.

43. The method of claim 42, wherein the graphical user interface is capable of enabling the user to navigate through the three dimensional virtual environment, to view said first product from a plurality of perspectives, and to control the use of said product in the virtual environment.

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